

Message Text

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PAGE 01 HONG K 10613 230735Z

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ACTION COME-00

INFO OCT-01 EA-11 ISO-00 CIAE-00 EB-11 INR-10 LAB-06

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FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 8512

INFO AMEMBASSY SINGAPORE

UNCLAS HONG KONG 10613

E.O. 11652: N/A

TAGS: BEXP, HK

SUBJECT: FY1974 OBJECTIVES: AIRCONDITIONING AND REFRIGERATION EQUIP-
MEN (ACR) SHOW

REF: STATE 196693

1. AFTER FURTHER CONSULTATION WITH LOCAL REPRESENTATIVES OF AMERICAN ACR FIRMS AND SOME FURTHER REFLECTION ON PRESENT MARKET SHARE, IMPORT TRENDS AND MARKET PROSPECTS, POST WISHES TO REITERATE ITS EARLIER OPINION THAT OUR RESOURCES WOULD BE BETTER SPENT ON SOME ACTIVITY OTHER THAN TYPE II ACR EXHIBITION.

2. HONG KONG IMPORT STATISTICS THROUGH AUGUST 1973 SHOW TURN-AROUND IN DECLINING MARKET SHARE TREND IN ACR IMPORTS FROM U.S. OF RECENT YEARS. MORE COMPETITIVE PRICING OF U.S. PRODUCED EQUIPMENT DUE TO DEVALUATION HAS APPARENTLY GREATLY AIDED SALES HERE. WE NOW HAVE OVER 56 PERCENT OF THE MARKET OVERALL AND 63 PERCENT OF LARGE PACKAGE UNIT SALES. AGENTS AND DISTRIBUTORS SEEM CONFIDENT OF INCREASING MARKET PENETRATION. ALTHOUGH WE SAID IN HONG KONG 8431 THAT MOST LOCAL DISTRIBUTORS DO WANT TO HAVE AN ACR SHOW, THIS CAN PROBABLY BE ATTRIBUTED TO LOCAL BUSINESSMEN'S WILLINGNESS TO TAKE ADVANTAGE OF ANY SALES ASSISTANCE OFFERED AND MAY NOT REFLECT ANY REAL CONVICTION THAT SUBSTANTIAL INCREMENTAL SALES WILL RESULT. TWO SUBSIDIARIES OF LEADING
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ACR COMPANIES PARTICULARLY ADAMANT IN OPPOSITION TO ACR

SHOW, ARGUING THAT IT COULD PRODUCE NO TRULY INCREMENTAL
SALES AND MIGHT SERVE ONLY TO REDISTRIBUTE MARKET SHARES.

3. WE REALIZE IT VERY LATE IN THE GAME TO COME UP WITH ALTERNATE
THEME AND ARE PREPARED TO FOREGO HAVING ANY EXHIBITION. BUT
WE FEEL THAT ACR SHOW IS NOT BEST USE OF POST'S AND WASHINGTON
TRADE PROMOTION RESOURCES.

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